



# CULTURAL ADVISORY COMMISSION

## Minutes of the May 7, 2007 Meeting



**Commissioners Present:** Michele Castro; Marwan Fawal; Martin David, Chairperson; Jackie Moore; and Al Silva

**Commissioners Absent:** P.J. Vaswani (unexcused)

**Staff Liaison:** Pam Morrison, Staff Liaison

**Visitors:** Jim Narveson, Santa Clara Players

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**MATTERS FOR COUNCIL ACTION** – Recommend Council refer to the May 2007 Budget Study Session the Commission's 2007-08 fiscal year requested funding recommendations.

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1. **Call to Order and Roll Call.** The meeting was called to order at 7:31 p.m. by Chair David.
2. **Approval of Minutes.** The minutes from the February 5, 2007 meeting were reviewed. Commissioner Castro moved to accept the minutes as presented; Commissioner Moore seconded the motion and it passed unanimously. The minutes from the April 2, 2007 meeting were reviewed. Commissioner Castro moved to accept the minutes as presented; Commissioner Silva seconded the motion and it passed unanimously.
3. **Correspondence & Announcements:**
  - a. Americans for the Arts is advertising a Call for Video Submissions in conjunction with Ovation TV. Staff believes that the video footage of the Sculpture Show opening reception would be an ideal submission and will work to have it ready by the June 1, 2007 submission deadline.
  - b. Staff reviewed the correspondence received by the Commission, including an announcement regarding the Santa Clara Players production of "Bench in the Sun," an invitation to the AVArtFest 2007 reception and awards ceremony on May 31<sup>st</sup>, information regarding the upcoming San Francisco Ethnic Dance Festival, the spring 2007 issue of ArtsLink (Americans for the Arts), the April-June 2007 issue of Museum Currents (Triton Museum) and information about an artist reception on May 11<sup>th</sup> at the Triton Museum.
  - c. Copies of articles in the Summer Recreation Guide, Santa Clara Weekly, and San Jose Mercury News advertising/highlighting Commission events were provided to the Commission.
4. **New Business**
  - a. **Santa Clara Players – Request for Funding from Recent Production.** Jim Narveson updated the Commission on the Players and its activities. He presented a funding request for the Player's second production, "Hound of the Baskervilles," which was budgeted in the 2006-

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07 fiscal year. Commissioner Castro made a motion to release payment of \$1,440 to the Players, which was seconded by Commissioner Moore. The motion passed unanimously.

- b. **International Exchange Commission Request for Gift Design Assistance.** The International Exchange Commission (IEC) provides small gifts to visitors from Santa Clara's sister cities of Izumo, Japan and Coimbra, Portugal. The IEC has requested the assistance of the Cultural Advisory Commission to come up with an idea for these gifts that would be unique to Santa Clara (possibly something designed by a local artist). After a brief discussion, the Commissioners all agreed that a good gift idea would be to have some of the art banner designs made into bookmarks, as the art banners were all designed by local artists and many of the banner designs feature elements that are unique to Santa Clara. Staff will convey this recommendation to the IEC staff liaison.
- c. **Commission Fiscal Year 2007-08 Budget Recommendations.** The Commission reviewed and discussed the funding requests received from local cultural groups as well as for the Commission's own programs. Staff reminded the Commission that their instructions from the City Manager recommended no more than 3% increase in total expenditures, but that the Commission had flexibility to decide allocations within the total.

The Commissioners all agreed that modest increases should be provided to each funded cultural group, in acknowledgement of increased operational costs. Differing opinions were expressed about the amount of these increases. Some Commissioners felt that organizations that were struggling financially should be granted larger increases because of their greater need, while other Commissioners felt that this sent the wrong message to those organizations that were able to strengthen their budget situations and/or increase attendance at events in spite of the economic challenges of the past few years. Recommended increases to individual organizations range from 1.5% to 4% each, but most are approximately 3%.

The Commission then reviewed funded for its own events and programs. Again, Commissioners expressed differing viewpoints about the amount and allocation of increases. No changes were recommended for Keep Santa Clara Clean and Concerts in the Park. The Art Banner program, which is held every other year, was recommended at \$5600, which is a \$400 increase from the previous budget for the event. This \$400 is enough to increase the number of banners created from 9 to 10. An additional \$1000 was recommended for the Street Dance (total amount of \$12,000) to cover the cost of Health Department permits for food vendors, an expense not previously incurred. Funding for Commission reserves was recommended at \$2,900, in order to fund conference attendance for one commissioner at the state (CALAA) and national (Americans for the Arts) conferences.

Art in Public Places (the sculpture exhibition) is not normally budgeted in FY 07-08. As part of the FY 06-07 budget recommendations, the Commission recommended that as a means of maximizing the efforts of City staff, the exhibition should be extended through spring 2008 (which could be done without additional funds). The pedestals used in the exhibition are cleaned, painted (if necessary) and placed by Building Maintenance staff; a continuation of the show does not require additional staff time on their part. As proposed in FY 06-07, the current exhibit runs through September, and the Commission would solicit new entries (possibly a specialty category such as soft sculptures), during the summer months, select entries for placement at the end of the current show, with an opening reception in late October. The show would end in March 2008, just prior to the installation of the Art Banner Display in April 2008. While additional funding is not absolutely necessary to carry out the extension of the exhibit, it

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would allow the Commission and staff to create the same high quality of show that is currently on display (including promotional materials). Funding is available within the existing Commission budget through the reallocation of \$5,000 previously earmarked for Jazz Arts Music Network; therefore, the Commission is recommending funding for Art in Public Places at \$5000.

The total recommended Commission budget is \$361,100, which represents a 2.9% increase over fiscal year 2007-08. Budget recommendations are summarized in the following table:

<b>Item:</b>	<b>FY 2006-07 Funding</b>	<b>FY 2007-08 Recomm'd</b>	<b>Motion Maker</b>	<b>Second</b>	<b>Vote Tally</b>	<b>Yes</b>	<b>No</b>
Triton Museum	\$290,000	\$295,000	Castro	Fawal	5-0	Castro David Fawal Moore Silva	---
Santa Clara Ballet	13,000	13,500	Moore	Silva	5-0	Castro David Fawal Moore Silva	---
Santa Clara Chorale	10,200	10,500	Castro	Fawal	5-0	Castro David Fawal Moore Silva	---
Santa Clara Players	5,760	6,000	Moore	Silva	5-0	Castro David Fawal Moore Silva	---
Jazz Arts Music Network <sup>1</sup>	5,000	0					
Mission City Opera	5,000	6,000 <sup>2</sup>	Silva	Fawal	2-3	Fawal Silva	Castro David Moore
		5,150 <sup>3</sup>	Moore	Castro	3-2	Castro David Moore	Fawal Silva
Art in Public Places	5,000	5,000	Moore	Castro	4-1	Castro David Fawal Moore	Silva
Concerts in the Park	4,950	4,950	Moore	Fawal	5-0	Castro David Fawal Moore Silva	---
Keep Santa Clara Clean	500	500	Moore	Fawal	5-0	Castro David Fawal Moore Silva	---

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Art Banners	0	5,600	Fawal	Silva	5-0	Castro David Fawal Moore Silva	---
Street Dance	11,000	12,000	Silva	Moore	4-1	Castro David Moore Silva	Fawal
Reserves: (\$2,900 total)							
Membership fees: CALAA	0	0	Fawal	Moore	5-0	Castro David Fawal Moore Silva	---
Americans for the Arts	50	50					
Other Subscriptions	0	0					
CALAA Conference	0	200					
Conference: Americans for the Arts	0	2,500					
Silicon Valley Arts Council	0	0					
Workshops	150	150					
Reimb. to attend funded cultural events							
Total	<b>\$350,610</b>	<b>\$361,100</b>					

<sup>1</sup> No funding request submitted for FY 07-08

<sup>2</sup> Motion failed

<sup>3</sup> Motion passed

### 5. Unfinished Business

- a. **Sculpture Exhibition 2007 – Update.** One of the sculptures has been vandalized (small pieces stolen). The artist was notified, and modifications were made to the artwork to ensure no further theft occurs. The artist declined to file an insurance claim. Staff continues to closely monitor the artwork for damage.
- b. **Street Dance 2007 – Update.** Deferred.
- c. **Concerts in the Park – Update.** Performance agreements have been sent to all the performers, and information about the concerts has been placed on the City's website.
- d. **Triton Museum of Art – Report of Activities.** Staff distributed the Triton monthly report of activities for the month of April 2007.

### 6. **Public Presentations.** None.

7. **Adjournment.** As there was no further business, the meeting was adjourned at approximately 9:20 p.m. The next meeting is scheduled for Monday, June 4, 2007, at 7:30 p.m.

Respectfully submitted,

Michelle Castro  
Recording Secretary